In 2005, an inspired group of stellar minds showed us how ideas can change the world. These companies and individuals were recognized as innovators in the Fourth Saatchi & Saatchi Innovation in Communication Awards. Details of their winning entries are below.

WINNER - Concrete Canvas - *Peter Brewin and William Crawford*

The creators of Concrete Canvas, a rapidly deployable hardened shelter for disaster relief, won the top prize and were awarded a prize pool worth US$100,000 for their efforts. Concrete Canvas is the brainchild of two post-graduate Industrial Design Engineering students from London's Royal College of Art, Peter Brewin and William Crawford. The creators say the shelter "provides the infrastructure necessary for aid agencies to communicate and operate effectively anywhere. With shelter and medical facilities it is possible to rebuild shattered communities from day one of a crisis."

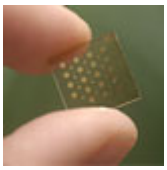
Their shelter needs only water and air for its construction. One untrained person can put up the structure in under 40 minutes and it will be ready for use in 12 hours. The shelter consists of just two elements: a cement impregnated fabric, which is bonded to the outer surface of an inflatable plastic inner. The shelter can last for up to 10 years. http://www.concretecanvas.org.uk/

EDWARD DE BONO AWARD

Edward de Bono presented his 2005 Medal for Thinking to finalist and innovator Roger Armour of Ophthalmos for his radical Lens-Free Ophthalmoscope "because of its simplicity and application". The Medal is an award given out each year by de Bono for the new idea he considers to be the simplest, most practical and effective amongst the finalists.

AWARD FINALISTS INCLUDE:

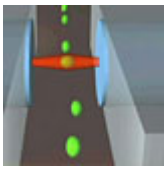
Lens-Free Ophthalmoscope - *Roger Armour, Ophthalmos.* The Lens-Free Ophthalmoscope, or Optyse, allows health practitioners to easily examine eyes for disease or illness, particularly in third world countries where access to healthcare is limited. It is simple to use, much less expensive than traditional models, and can carry out accurate, highly-revealing retinal examinations.



Bio-Solar Energy Nanodevices - *Shuguang Zhang and Marc Balder, Massachusetts Institute of Technology.* This innovative project employs minute solar cells that use spinach to convert sunlight into electrical energy.

Frozen Ark Project - *Professor Bryan C Clarke, Dame Anne McClaren and Dr Ann Clarke, University of Nottingham.* Like the concept of Noah's Ark, the creators of this entry propose to save the DNA of endangered species before they go extinct by packaging samples at temperatures of -80˚C.

Jot-A-Dot - *Quantum Technology.* Jot-A-Dot is the first real innovation in Braille writing in 50 years. It makes writing easier for young hands and blind people on the go.



Optical Stretcher - *Doctor Josef Käs and Doctor Jochen Guck, University of Leipzig in Germany* The Optical Stretcher is a safe and non-intrusive system for detecting cancer cells. It uses infrared laser light to measure cells one by one.

Photo-Form Tactile Graphics - *Keith Carlson.* Photo-Form Tactile Graphics allow blind users to 'see' a vast range of images with their fingers. The bas-relief files can be created from any type of two-dimensional image using digital technology. The result is a hard, durable plastic that accurately represents the original image with an emphasis on textures and forms.

Plantic - *Plantic Technologies Ltd.* Plantic — Plastic from Plants — is a cutting-edge substitute for plastic packaging made from cornstarch. This unique plastic is revolutionary because it dissolves in water. Made primarily from corn, Plantic takes less energy to manufacture, has no toxic by-products, and composts down to carbon dioxide and water.

Splashpower - *Splashpower Ltd.* Splashpower's unique technology can charge cell phones and other portable devices wirelessly through a mouse-mat-sized pad, called the SplashPad. The devices simply need to be placed on the pad to start charging.

Subvocal Speech Recognition - *Chuck Jorgensen, Ames Research Center, NASA.* Subvocal Speech can understand what people are trying to say, but can't, by reading the tiny neural impulses in the vocal tract. The project will aid people who cannot speak or have speech problems, and also has the ability to be used in emerging technology.

Wikipedia - *Jimmy Wales.* Wikipedia is a free-content, online encyclopedia written collaboratively by volunteers worldwide. It holds more than two million articles in over 100 languages. By its nature, Wikipedia's content is constantly revised, so news appears as news rather than historical reflections as it might in a traditional encyclopaedia.

BACKGROUND ON THE AWARDS:

The Saatchi & Saatchi Innovation in Communication Award is a biennial global competition that recognizes and rewards inventors whose creations have the potential to revolutionize communications through innovative thinking and ideas.

The object of the Award is to provide these revolutionary ideas with the visibility and marketing support necessary to have world-changing impact.

The Award reflects Saatchi & Saatchi's Ideas Company status, and the company's passionate belief in the transformative power of ideas.

MORE INFORMATION: http://www.saatchi.com/innovation/